

A New Month--A New Store--A New Stock

Introductory Values for Next Week

GENERAL business will be resumed Monday. Stocks are as yet but partially complete and remodeling is not yet finished, still, next week, the temporary Calisher store will be a most interesting place to visit. Everything is brand new, and, as announced previously, we propose at all times to give values the like of which cannot possibly be duplicated. Look over the following list:



INTRODUCTORY VALUES IN New Fall Ready-to-Wear

We begin the week with special displays and special prices in Ready-to-Wear. The Ready-to-Wear Section is now grandly ready to supply all needs in fall wearing apparel. We are specializing next week on garments at medium prices, but the handsomer class of Ready-to-Wear is here, too. In other words, now, as in the past, the Calisher Ready-to-Wear Section offers a range of selection that is beyond comparison. Pay particular attention to the Introductory Values noted below.

Women's Wool Dresses Special Values at \$23.95

At \$23.95 we offer a line of one-piece wool dresses such as usually sell for \$25.00 and \$27.50. There is an immense range of choice in serges, nunsvelling, challies and fancy weaves of all kinds. Skirts are pleated or the semi-hobble. Many dresses show the still fashionable Dutch neck, while sleeves are either full length or elbow. The color range is complete, embracing the staple winter colors—blacks, browns, reds and dark blues—as well as the lighter novelty shades. If you are considering a dress at \$25.00 or even \$27.50, you will find it here in this special line at..... **\$23.95**

\$2.50 House Dresses \$1.59

A three days' special in Women's Pretty House Dresses. They are made of percales, lawns, linens and cotton voiles, and are prettily trimmed with lace and embroidery. Come in all colors, both light and dark. Styles are new and pleasing, but at the same time thoroughly practical. Dresses in this lot are worth up to \$2.50; Introductory Value for Monday, Tuesday and Wednesday..... **\$1.59**

LITTLE GIRLS' DRESSES Worth to 85c for 59c

Percale Dresses, nice for school wear. Made with Dutch neck and three-quarter sleeves. Come in plaids and stripes and are trimmed in white. Values to 85c; special Monday, choice..... **59c**

Extra! Monday Morning \$6.00 Silk Petticoats \$3.98

Monday morning only, one petticoat to a customer, we will sell regular \$6.00 Black Taffeta Silk Petticoats for \$3.98. These petticoats are full width, and are finished with a deep corded flounce, fully 14 inches deep, and dust ruffle protector. They are the equal in every way of any \$6.00 silk petticoats ever made. Monday morning only, one petticoat to a customer, we make the special price of

\$3.98

\$2.00 Petticoats \$1.39

Women's Mercerized Satine Petticoats, have 22-inch accordion pleated flounce and are just the petticoats for "hobble" skirts. Offered in black and colors, in values up to \$2.00; Introductory Special Monday and Tuesday,

\$1.39

STORE DIRECTORY

FIRST FLOOR.
Art Goods, Belts, Butterick Patterns, Domestic Goods, Dress Goods, Embroideries, Gloves, Handkerchiefs, Hosiery, Knit Underwear, Laces, Linens, Linings, Neckwear, Notions, Purse, Ribbons, Sheetings, Silks, Toilet Articles, Trimmings.
SECOND FLOOR—(Take Elevator.)
Alteration Rooms, Corsets, Furs, Fitting Rooms, Infants' Wear, Millinery, Muslin, Ready-to-Wear, Rest Rooms, Waists.
THIRD FLOOR—(Take Elevator.)
Blankets, Comforts, Draperies, Lace Curtains, Pillows, Pillow Cases, Trunks, Suit Cases, Underwear.

Introductory Values Hosiery

Three Monday Specials in hosiery that are of more than ordinary merit. In the past, the Calisher Hose Section has been noted for good values. The Hose Section in the temporary store will fully sustain this reputation.

75c Hose 35c

Women's Gauze Lisle Hose, in black tan and colors, with lace or embroidered boot. Values to 75c per pair; Introductory Special Monday..... **35c**

25c Hose 18c

Women's Fast Black Gauze Cotton Hose, with double heels, toes and soles, and hemmed tops. This is our regular 25c hosiery; Introductory Value Monday, pair..... **18c**

MEN'S HOSE

Men's Lisle Finished Black Cotton Hose, worth 25c a pair; Introductory Special for Monday only, 2 pair for..... **35c**

Special Millinery Display Stunning Models at \$12.50

Our workrooms have been busy the past several days preparing a special line of hats to show Monday. In addition to our regular extensive stock, we will display Monday for the first time this special line of stunning models at \$12.50. The idea is to produce at a moderate price hats of correct shape and trimmings of unusual beauty. Our designers and trimmers are experts, as you will see when you view this special line Monday. Every fashionable shape of the season is shown—toggles, turbans and the many large models. No hat in the whole line but is the equal of the ordinary \$15.00, and higher priced, hats. Come and see for yourself if this is not true—we are willing to abide by your decision.

INTRODUCTORY VALUES Veils and Veiling

Every Fall idea in veils and veilings—both net and chiffon—awaits your inspection here next week. The two Introductory Values in chiffon veilings are not to be overlooked.

48c Veiling 25c

All-Silk Self Edge Chiffon Veiling, 20 inches wide. Offered in gray, champagne, king's blue, green, light blue, pink, black and brown. Worth to 48c a yard; Introductory Value Monday..... **25c**

75c Veiling 50c

Light weight All-Silk Crepe Chiffon Veiling, 24 inches wide, has deep border. Colors are cardinal, light blue, lavender, brown, champagne, king's blue, gray, black and white. Regular price 75c yard; Introductory Value next week..... **50c**

Mourning Veils

Next week we make special showing of the correct styles in Mourning Veils and Drapes.

The New Net Veilings

Your special attention is directed to our display of the new net veilings. All the various meshes are shown, and all the newest colorings. There is nothing in a net veiling that cannot be found here.

SPECIAL SHOWING OF Dress Waists

We make Monday a special showing of handsome, exclusive "dress" waists of the uncommon sort. Persian silk, taffeta silk, messaline, crepe de chene, net and louisine silk waists will be shown. Every style note of the season will be sounded. To miss this special showing of waists will be not to see a style exhibit of unusual range and character.

Waists in special showing Monday range in price \$3.95 to \$20

\$4.50 Waists \$2.95

Women's Taffeta Silk Waists, trimmed and tucked, open-back models with long sleeves. Colors are green, gray, Copenhagen and navy blue, with hairline stripes. Prices range regularly up to \$4.50; Monday only you have choice for..... **\$2.95**

\$5.00 Sweaters \$3.50

Sweaters will be worn this winter even more generally than last year. Monday we offer an Introductory Value in Women's Sweaters. These are coat sweaters, in cream only. They are 36 inches long, with high close collar and 2 pockets. Trimmed with big pearl buttons. Regular \$5.00 sweaters; Monday..... **\$3.50**

Men's Bath Robes

Values to \$9.50 for \$5.95

Men's Bath Robes of fancy imported terry cloth, made with hood and fitted with cord. Prices range regularly to \$9.50; we include these bath robes in next week's special offerings and give you choice Monday..... **\$5.95**

MONDAY SPECIALS Undermuslins

Women's Dainty, Finely Made Muslin Undergarments—corset covers, drawers, chemise, combination suits, gowns and skirts. Values up to \$2.50 a garment; Monday..... **\$1.69**

\$6.00 Undermuslins \$3.59

Excellent made garments—corset covers, drawers, gowns, skirts, combination suits and Princess Slips. All handsomely trimmed with lace and embroideries. Garments in this lot are worth as high as \$6.00; Monday we give you choice..... **\$3.59**

MONDAY EXTRA SPECIAL Outing Gowns

Women's Outing Flannel Gowns, braid trimmed, made with and without collar. Come in fancy colored stripes, worth in a regular way up to 65c; Extra Special Monday..... **45c**

EXTRA! EXTRA!

15c TORCHON LACE 45c. Torchon Edgings and Insertions, in widths of 1 to 3 1/2 inches. dozens of patterns to choose from. Values to 15c yard. Extra special Monday only

4 1-2c

MEN'S HANDKERCHIEFS. Men's full sized Hemstitched handkerchiefs, superior quality and regular 10c values. Extra special Monday only—6 to a customer—at 5c each.

WOMEN'S HANDKERCHIEFS. Women's fine, sheer Handkerchiefs, with narrow hemstitched hem, big values ordinarily at 7 1/2c. Extra special Monday only at 5c each.

Introductory Values KNIT UNDERWEAR

Winter weight underwear will soon be needed. Our Knit Underwear Section is now able to supply you with comfortable, well-fitting garments in both fall and winter weights. Two Introductory Values for Monday that you must not overlook.

WOMEN'S VESTS AND PANTS

"Supreme" Vests and Pants, weight suitable for early fall wear. Values to 75c per garment; Introductory Special Monday..... **50c**

INFANTS' COTTON WRAPPERS

Fine Cotton Wrappers, sizes 00 to 3, they are splendid 35c values; special price for Monday only..... **25c**

BUTTERICK PATTERNS

We are now able to announce that we have on sale a full and complete stock of Butterick patterns. This will be welcome news to El Paso women, as Butterick patterns are the standard in the world of fashion.

NOTE—Mail orders for patterns can now be filled promptly.

To Out-of-Town People

Our Mail Order Department is now in regular running order. Mail orders and requests for samples will be filled the same day as received.

NOTE—Mail orders for Butterick patterns can now be filled promptly.

Introductory Sale of Blankets, Comforts, Sheets, Pillow Cases (Third Floor, Take Elevator)

The 3rd Floor corresponds to the former "Calisher Bargain Basement." Monday, on the 3rd Floor, we hold an Introductory Sale of Blankets, Comforts, Sheets and Pillow Cases. This time of year, good housekeepers are considering household needs.

\$1.25 Blankets 98c

Full Size Cotton Blankets, white and colors, have fancy border, worth \$1.25 per pair; on sale Monday..... **98c**

\$1.50 Blankets \$1.25

12-4 Gray Cotton Blankets, have fancy colored border, worth \$1.50 pair; on sale Monday only..... **\$1.25**

\$7.50 Blankets \$5.95

All-Wool Plaid Blankets, handsomely bound. They're perfect beauties, and so light and warm. Worth \$7.50 a pair; on sale Monday..... **\$5.95**

\$1.50 Comforts \$1.15

Full Size Cotton Comforts, silkoline lined, worth \$1.50; Sale..... **\$1.15**

50c Sheets 39c

72x90 Linen Finished Sheets, with 3-inch hem. These are regular 50c sheets; priced for Monday..... **39c**

\$1.10 Sheets 89c

81x108 "Pepperell" Sheets, made to sell for \$1.10; Sale price Monday..... **89c**

20c Pillow Cases 15c

42x36 "Pepperell" Pillow Cases, regular price 20c each; Sale price..... **15c**

22 1-2c Cases 17c

"Pepperell" Pillow Cases, size 45x36, worth 22 1-2c each; Monday..... **17c**

\$2.00 Comforts \$1.49

Large Size Comforts, filled with "Snowflake" cotton, covered with silkoline, lined in solid shades of pink, blue and green. Regular \$2.00 comforts; on sale Monday..... **\$1.49**

\$7.50 Comforts \$5.95

Fine Down Comforts, covered on both sides with fine French satin, in beautiful designs. Our regular \$7.50 comforts; Monday only..... **\$5.95**

85c Sheets 69c

81x90 Heavy Linen Finished "Hotel Special" Sheets, have 3-inch hem, sell regularly at 85c each; Sale price..... **69c**

Silks, Dress Goods, Wash Goods, Linens

\$1.25 Black Taffeta 88c

36-inch Black Chiffon Taffeta, has high luster, sells regularly \$1.25 a yard; Introductory Special, Monday..... **88c**

85c Crepe de Chene 55c

Pure Silk Crepe de Chene, in such shades as lavender, pink, mauve, granite, ecru, cream white, old rose, navy and light blue, turquoise, black and white. The regular 85c quality of Crepe de Chene; Introductory Value for Monday only per yard..... **55c**

\$1.25 Panama 79c

All-Wool Chiffon Panama, 44 inches wide. Comes in navy blue, tan, golden brown, cardinal, stone gray, champagne, scarlet, taupe and black. Regular price \$1.25 yard; Introductory Special..... **79c**

\$1.25 Sicilian 89c

Black Sicilian, fully 52 inches wide, in a good heavy weight, with high luster. This quality Sicilian should sell for not a cent less than \$1.25 yard; an Introductory Value next week..... **89c**

15c Gingham 11c

Fast Color Gingham, in checks and Scotch plaids, in new and beautiful color combinations. Regular price 15c yard; Introductory Special next week..... **11c**

15c Fleece-down 12 1-2c

Fancy Fleece-down—for kimono, dressing gowns and also children's wear. Sells regularly 15c per yard; Introductory Value next week..... **12 1-2c**

20c Kimono Crepe 12 1-2c

Kimono Crepe, in rich Persian and Oriental colorings, regular price 20c yard; Introductory Special the..... **12 1-2c**

25c Shirting Madras 20c

Imported Shirting Madras, white ground with colored stripes, some 15 different styles to choose from. This Madras is absolutely fast color, and sells regularly 25c yard; Introductory Value, next week..... **20c**

15c Galatea 12 1-2c

Galatea, the favorite material for children's wear. Offered in all the new fall shades, in the regular 15c quality; Introductory Special for Monday only, yard..... **12 1-2c**

90c Damask 59c

70-inch Bleached, Satin Finished Table Damask, all pure linen, worth 90c the yard; Introductory Special next week..... **59c**

50c Damask 34c

Full Bleached, Mercerized Table Damask, the regular 50c grade; Introductory Value next week..... **34c**

\$1.25 Towels 93c Dozen

Huck Towels, size 3x18, nice heavy quality; regular price \$1.25 per dozen; Introductory Special next week..... **93c**

\$1.80 Towels \$1.39 Dozen

Plain White, Hemstitched Huck Towels, size 36x19. These are good towels for hotels. Regular price is \$1.80 dozen; Introductory Price the coming week..... **\$1.39**

25c Bath Towels 21c

Hemmed, Full Bleached Turkish Bath Towels, size 44x22, extra heavy quality, should sell 25c each; Introductory Value next week..... **21c**

20% Discount Monday on Trunks, Traveling Bags and Suit Cases

Calisher's

J. Calisher Dry Goods Co. (Incorporated)
Temporary Location—107-111 N. Stanton Street.